



# **MACHAKOS UNIVERSITY**

**University Examinations for 2019/2020 Academic Year**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR**

**DIPLOMA IN HUMAN RESOURCE MANAGEMENT,**

**PUBLIC RELATIONS**

**DATE: 5/11/2020**

**TIME: 8:30 – 11:30 AM**

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## **INSTRUCTIONS.**

- **ANSWER QUESTION ALL THE QUESTIONS.**
- **EXAMINATION MALPRACTICES WILL LEAD TO DISCONTINUATION**

1. a) Define the following terms as used in public relations,
  - i) Publics
  - ii) Relations
  - iii) Media
  - iv) Planning
  - v) Management(10 marks)
- b) Explain the four fold tasks of a PR Manager (10 marks)
2. a) Explain five reasons of planning public relations programmes (10 marks)
- b) Explain any five publics that an organization might have (10 marks)
- 3 a) Explain the six point PR planning Model (12 marks)
- b) Explain four factors influencing the choice of a PR Media in an organization. (10 marks)